

We claim:

1. A method for distributing medical data to medical personnel, said method comprising the steps of:

5 storing medical data in a database; and

periodically communicating selected medical data between said database and an electronic device to establish a medical data distribution system subsidized by sponsoring entities.

2. A method according to claim 1, wherein said method further comprises the initial step of
10 aggregating said medical data from multiple sources.

3. A method according to claim 2, wherein said aggregating step further comprises collecting medical data selected from a group consisting of formulary and pharmacopeia data.

4. A method according to claim 1, wherein said method further comprises the step of selling
15 sponsorship rights to said sponsoring entity, wherein said sponsorship rights at least partly fund said medical data distribution system.

5. A method according to claim 4, wherein said selling step comprises vending sponsorship
20 rights to at least one sponsor selected from a group consisting of:
a pharmaceutical company; a pharmacy benefit management organization; a health care insurer; a pharmacy; a medical supplier; a medical publisher; a contract research organization or a managed care organization.

6. A method according to claim 1, wherein said method further comprises the initial step of
25 distributing said electronic device, at a subsidized or no cost, to medical personnel.

7. A method according to claim 6, wherein said distributing step comprises lending a handheld
30 computing device to a physician, where said handheld computing device is subsidized by said sponsoring entities.

8. A method according to claim 1, wherein said method further comprises the step of placing indicia of the sponsored entity on said electronic device.

9. A method according to claim 1, wherein said communicating step further comprises the steps of:

receiving a request for medical data from said electronic device; and

responding to the request by sending at least a portion of said medical data to said electronic device.

10. A method according to claim 1, wherein said communicating step further comprises the steps of:

sending a query to said electronic device; and

receiving a response to the query from said electronic device, where the response is determined by a choice made by medical personnel when presented with the query.

11. A method according to claim 1, wherein said communicating step further comprises the step of downloading executable instructions to the electronic device, wherein said executable instructions are capable of running on the electronic device.

12. A computer readable memory storing executable instructions for execution by a computer system such that said computer system functions in a specified manner, said instructions comprising:

instructions for storing medical data in a database; and

instructions for periodically communicating selected medical data between said database and an electronic device to establish a medical data distribution system subsidized by sponsoring entities.

13. A computer readable memory according to claim 12, further comprising instructions for aggregating said medical data from multiple sources.

14. A computer readable memory according to claim 12, wherein said aggregating instructions comprise instructions for collecting medical data selected from a group consisting of formulary and pharmacopeia data.

15. A computer readable memory according to claim 12, further comprising:

instructions for receiving a request for medical data from said electronic device; and

instructions for responding to the request by sending at least a portion of said medical data to said electronic device.

16. A computer readable memory according to claim 12, further comprising:
instructions for sending a query to said electronic device; and
instructions for receiving a response to the query from said electronic device, where
the response is determined by a choice made by medical personnel when presented with the query.

17. A computer readable memory storing executable instructions for execution by a handheld
computer system such that said handheld computer system functions in a specified manner, said
instructions comprising:

instructions for accessing a list of health care insurance plans, where each of said
health care insurance plans include an associated formulary list; and

instructions for automatically determining and displaying the status of a particular
pharmaceutical relative to a particular health care insurance plan's formulary list.

18. The computer readable memory of claim 17, wherein said instructions further comprise
instructions for accessing and displaying data concerning characteristics of said particular
pharmaceutical selected from a group consisting of: clinical data, pharmacopeia type information,
dosing information, co-payment information, pricing, adverse reaction information, drug-drug
reaction information, contra-indication information, metabolism or excretion information, Drug
Enforcement Agency schedules or drug trial information or criteria.

19. The computer readable memory of claim 17, wherein said instructions further comprise
instructions for accessing and displaying data selected from a group consisting of: lab results,
pathology reports, x-ray reports, medical records, reference data, billing codes, electronic
prescription information, charge capture information, pregnancy information, or lactation
information.

20. The computer readable memory of claim 17, wherein said instructions further comprise an
instruction set for searching said database.

21. The computer readable memory of claim 17, wherein said instructions further comprise:
instructions for receiving a query from a server;
instructions for displaying said query;
instructions for receiving a response to said query; and
instructions for transmitting said response to said server.

22. An information management system for delivering data to physicians, said system comprising:
a data processor;
a communication interface for communicating with at least one handheld computing device,
where said communication interface is coupled to said data processor;

5 a database of aggregated pharmacopeia and formulary information further coupled to the
data processor; and
a memory coupled to the data processor, the memory storing instructions for execution by
the data processor;

the stored instructions comprising:

10 instructions for storing medical data in a database; and
instructions for periodically communicating selected medical data between said
database and an electronic device to establish a medical data distribution system subsidized by
sponsoring entities.

15 23. An information management system according to claim 22, wherein said instructions further
comprises instructions for aggregating said medical data from multiple sources.

20 24. An information management system according to claim 22, wherein said instructions further
comprise instructions for collecting medical data selected from a group consisting of formulary and
pharmacopeia data.

25 25. An information management system according to claim 22, wherein said instructions further
comprise:

instructions for receiving a request for medical data from said electronic device; and
instructions for responding to the request by sending at least a portion of said medical
data to said electronic device.

26. An information management system according to claim 22, wherein said instructions further
comprise:

30 instructions for sending a query to said electronic device; and
instructions for receiving a response to the query from said electronic device, where
the response is determined by a choice made by medical personnel when presented with the query.